



brand identity guide

corita
art
center

spring
2022

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corita kent

Corita Kent (1918–1986) was an artist, educator, and advocate for social justice. At age 18, she entered the religious order Immaculate Heart of Mary, eventually teaching in and then heading up the art department at Immaculate Heart College. Her work evolved from figurative and religious to incorporating advertising images and slogans, popular song lyrics, biblical verses, and literature.

Throughout the '60s, her work became increasingly political, urging viewers to consider poverty, racism, and injustice. In 1968, she left the order and moved to Boston. After 1970, her work evolved into a sparser, introspective style, influenced by living in a new environment, a secular life, and battles with cancer.

She remained active in social causes until her death in 1986. At the time of her death, she had created almost 800 serigraph editions, thousands of watercolors, and innumerable public and private commissions.

Corita's work and her messages of peace and social justice continue to resonate with audiences today.



the center

The Corita Art Center, a project of the Immaculate Heart Community, preserves and promotes Corita Kent's art, teaching, and passion for social justice. The Center holds over 30,000 artworks, archival materials, and objects. CAC is open and free of charge to the public to schedule appointments for visitations and available to researchers the world over.

We are committed to fostering Corita's legacy in art and education by creating new pathways for accessibility to the arts and art education.

The Corita Art Center, located in Hollywood, California, maintains the largest and most comprehensive collection of Corita Kent's art and archives. Today, the Corita Art Center supports exhibition loans and public programs, oversees image and merchandising rights, sells Corita's original prints, and serves as a resource of information about her life and work.



guidelines

This guide was designed to help define the Corita Art Center brand and support your creative or production work. Whether you are an employee, an external designer, a print house, or an affiliate, you can use this guide to produce inspiring and creative materials that bring the Corita Art Center brand to life. This guide will help you to know the aesthetic, personality, and feeling of CAC.

If you have any questions, please refer to the contact information on page 24.





identity

logo

Derived from wonderbread—a serigraph by Corita from 1962 where communion wafers are rendered as dots from Wonder Bread packaging—our “wonder ball” mark is as dynamic as the artist herself.

Choose from one of the four versions of the mark. Feel free to feature the mark in black and white or use any of the colors specified. But, please keep the type white. The sizes and shapes of the “ball” are meant to feel fluid, though the logotype remains cohesive throughout, providing an element of playfulness and freshness to our designs.



logotype

You may also use the type lock up found inside the “wonder ball” on it’s own. When using the logotype you can choose from black and white or any of the primary colors specified in this guide. Be sure to use the provided logotype files to maintain the set proportions. Never typeset the logo yourself.

space + size

When using any of our logos with other graphic elements, make sure you give it some room to breathe. The space around the logo can be determined by taking the dimensions of the logo and increasing it by at least 150%. To ensure the logo maintains its visual impact, do not make the logo any smaller than a half inch or 48 pixels wide.



clear space

**corita
art
center**

.5in or 48px

minimum size



150%

clear space

**corita
art
center**

5in or 48px

minimum size

misuse

Here are some examples of incorrect logo usage. Keeping to these standards helps us to have a familiar and memorable visual presence over time.

The logo should always be reproduced from the master artwork. It should not be altered, redrawn or manipulated in any way.



Do not rotate the logo



Do not outline logo



Do not add color to the text in the logo



Do not apply drop shadows or other effects



Do not rotate wonderball



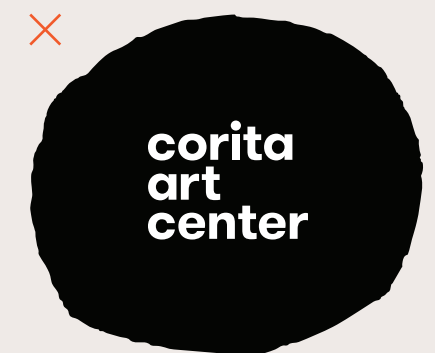
Do not skew, stretch, or pull the logo



Do not retype the text in the logo with another font



Do not insert additional text into the logo



Do not change the size of elements in the logo

type

Our two primary typefaces are GT Walsheim and Grenette. We use Nitti as a secondary option.

GT Walsheim was created by the Grilli Type Foundry and designed by Noël Leu. It was selected for several reasons: versatility, legibility, personality, and the ability to complement Corita's work—not compete with it. The entire font package can be purchased from grillitype.com. If GT Walsheim is not available, use Helvetica.

Grenette, was designed by Colophon type foundry in 2020. Its round yet imposing serifs pair well with the clean and modern feel of GT Walsheim, offering an expressive and warm balance. It can be purchased from colophon-foundry.org.

Along with our two primary typefaces, we also use Nitti, a monospaced font with an analog feel. It was designed by Pieter van Rosmalen between 2008–2012 and published through Dutch foundry Bold Monday. Purchase Nitti at boldmonday.com.

abc

GT Washeim

abcd

Grenette

abcde

Nitti

primary colors


Color was integral to Corita's work and therefore essential to the Center's brand identity. This primary color palette along with the extra colors on the next slide were created by sampling swatches of Corita's work and aims to capture the bold and ever-changing nature of color in her pieces.

The primary colors shown here should be used on CAC corporate materials such as stationery, announcements, and our website. These colors can be paired with or expanded upon using our extra brand colors.



extra colors

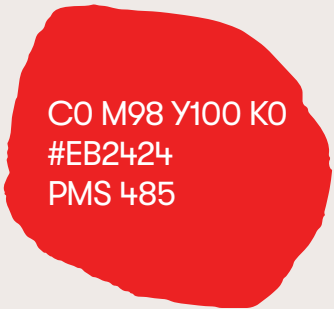
Our extra colors are used to support the primary colors — offering monochromatic shades — or as contrasting and complimentary colors to create vibrancy. Add accents of color to designs or create new color combinations to keep our social media and advertising fresh.



C83 M7 Y96 K0
#04A54F
PMS 7739




C21 M38 Y100 K0
#CF9E2D
PMS 7563



C0 M98 Y100 K0
#EB2424
PMS 485



C35 M94 Y79 K52
#62151E
PMS 188



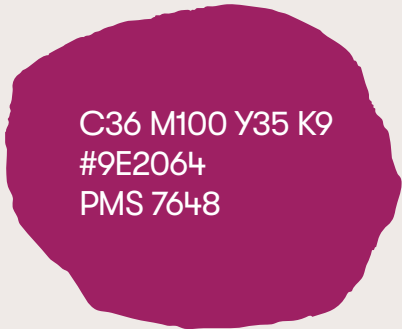
C46 M0 Y97 K0
#98CA41
PMS 367




C89 M39 Y84 K37
#09583B
PMS 357



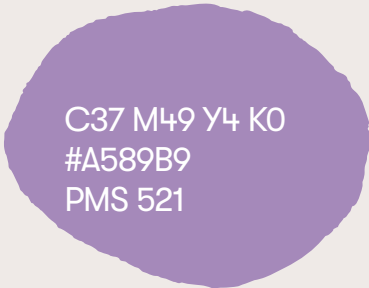
C89 M42 Y54 K21
#0B6768
PMS 7721



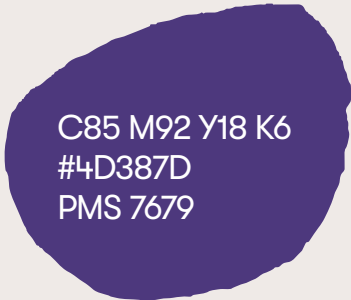
C36 M100 Y35 K9
#9E2064
PMS 7648



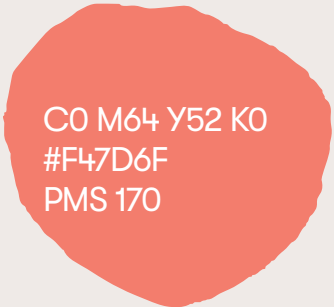
C75 M15 Y0 K0
#00A7E1
PMS 299



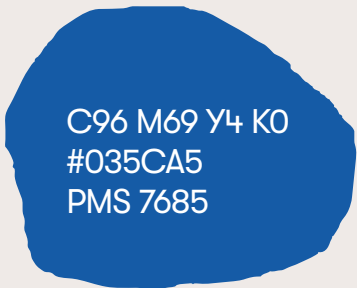
C37 M49 Y4 K0
#A589B9
PMS 521



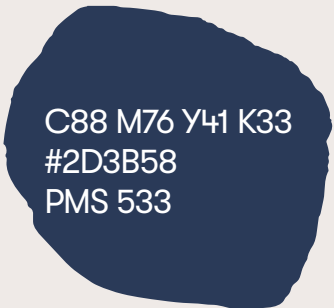
C85 M92 Y18 K6
#4D387D
PMS 7679



C0 M64 Y52 K0
#F47D6F
PMS 170



C96 M69 Y4 K0
#035CA5
PMS 7685



C88 M76 Y41 K33
#2D3B58
PMS 533



C39 M45 Y48 K6
#9A857A
Warm Gray 7



C71 M65 Y61 K62
#2D2D2F
PMS 426

devices

The following brand devices have been developed to provide consistency to our designs while still offering variety.

This first device uses our “wonder ball” as a backdrop for text and announcements. Use various sizes and shapes of the “ball” and pair it with any of our colors to create fun and bright, ever-changing design compositions.



devices

A bit more advanced, our second device uses photographic details with a halftone pattern to bring a nostalgic feel that is balanced by dynamic and modern sans serif type layouts.

Applying the principle of Corita's viewfinders, crop in close to highlight special details in our photos. Next, apply a color halftone pattern. The type dances around image in small groupings to allow your eyes to engage in the designs.



devices

Our third device uses fragments of Corita's beloved signature to make unique designs that convey energy and movement.

This device shows nuanced movements and gestures found in Corita's iconic signature — creating distinctive, abstract patterns.

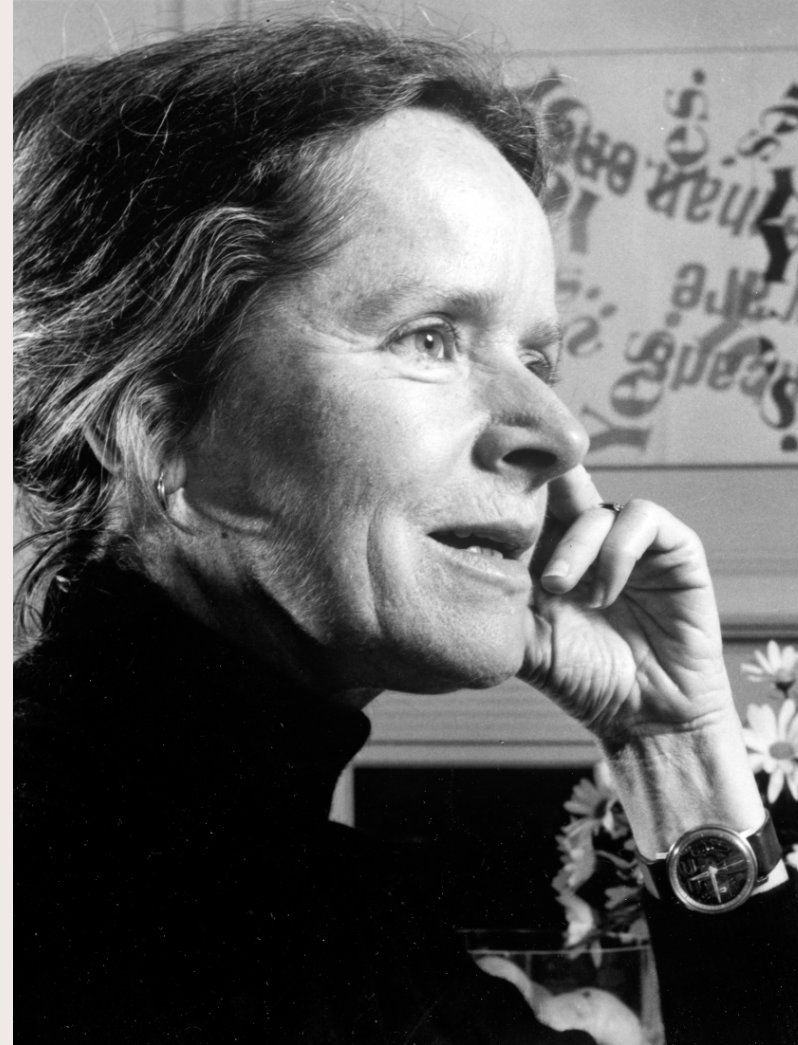


images

Corita Art Center holds the copyright for all works by Corita Kent, with the exception of select commissions. The right to reproduce any of Kent's work in print, electronically or in any other existing media must be cleared the Corita Art Center or its agents. All image requests for publication, scholarship, and non-product-based commercial use should contact Artist Rights Society (ARS).

Along with images of her works, the Corita Art Center holds the rights to over 15,000 archival photographs taken by Corita Kent or her contemporaries while teaching at Immaculate Heart College. The archives also include a rich collection of press clippings, ephemera, and audio-visual materials.

CAC also keeps up to date with present-day photography of events, products, and environments to share and celebrate where we're headed.



corita 101

Corita 101 is our ongoing arts education initiative. It was launched in what would have been her 101st year and rooted in the fundamentals of Corita's teachings. This initiative features a range of new content including videos and worksheets for all ages!

For this initiative, we've developed a visual language including a logo and type for titles and headers. The logo should be shown in its signature color (#F15B2B), but the type can be displayed in assorted colors from our brand palette.



The background features a solid orange field with several large, flowing, yellow organic shapes that resemble liquid or smoke. These shapes are distributed across the frame, with some appearing as continuous strokes and others as more isolated, rounded forms. The overall effect is dynamic and textured.

expression

personality

Our personality and values dictate how we express ourselves and communicate who we are in our writing as well as design. Brand personality archetypes help us convey meaning that others can relate to. Here's a look at our brand archetype:

The Creator

Creators are doers and makers, and we believe doing and making are acts of hope.

Creators also enable others to innovate, solve problems, and think creatively.

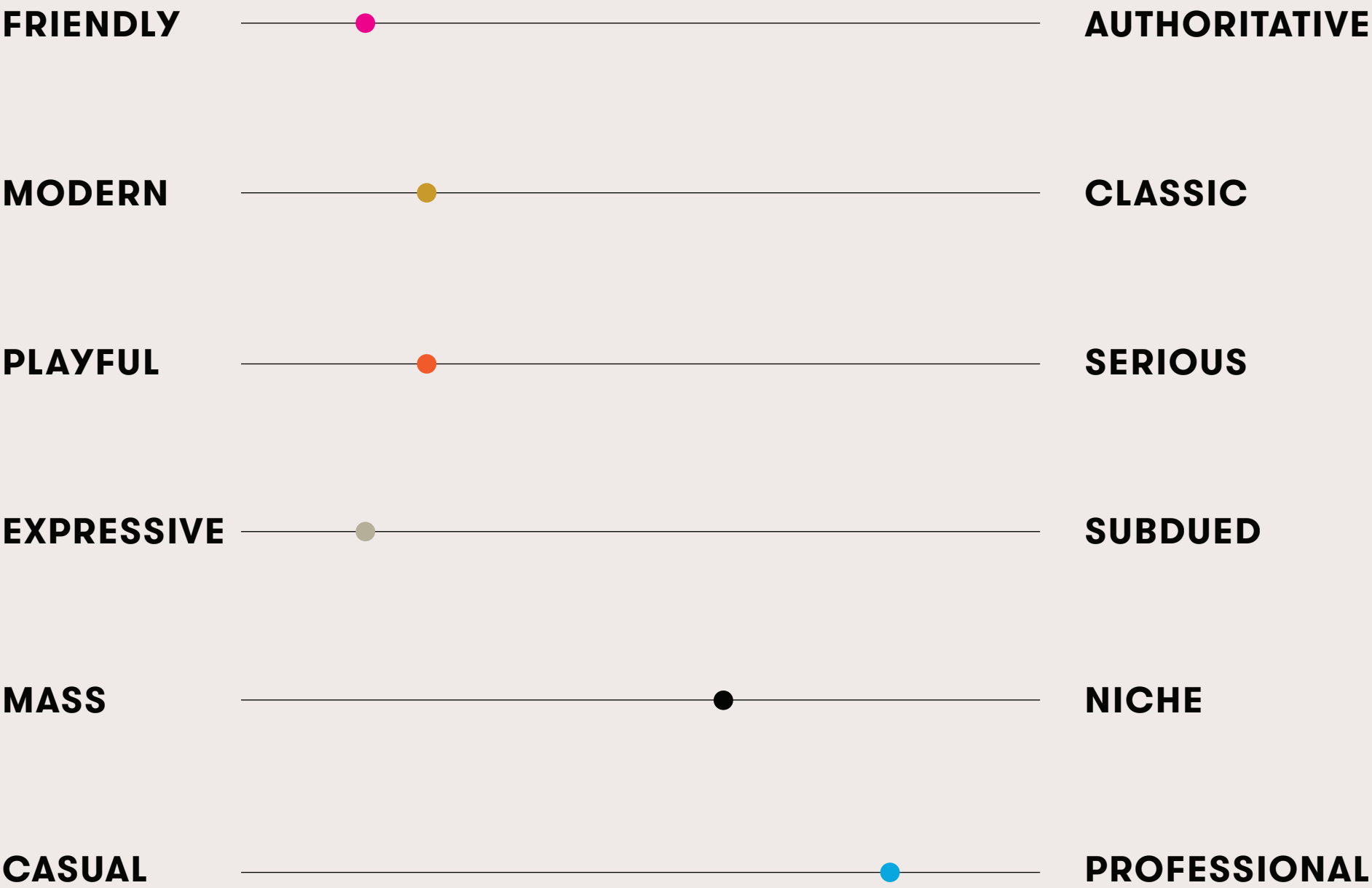
To this end, we build programs and tools that enable our community to create along with us.

To create
means
to relate.

–Corita

personality

This slider, illustrating groups of opposites, helps to visualize and pinpoint some of the nuances of our brand personality and character. They highlight how we behave both visually and professionally as an organization.



personality

The following lists show characteristics and keywords that represent attributes of the various aspects of our organization. These words reflect who we are in our culture, programs, ethos, and collection.

Culture

- Experimental
- Innovative
- Leader
- Visionary
- Creator
- Artistic
- Inspirational
- Professional

Programs

- Accessible
- Collective
- Advocacy
- Community
- Justice

Ethos

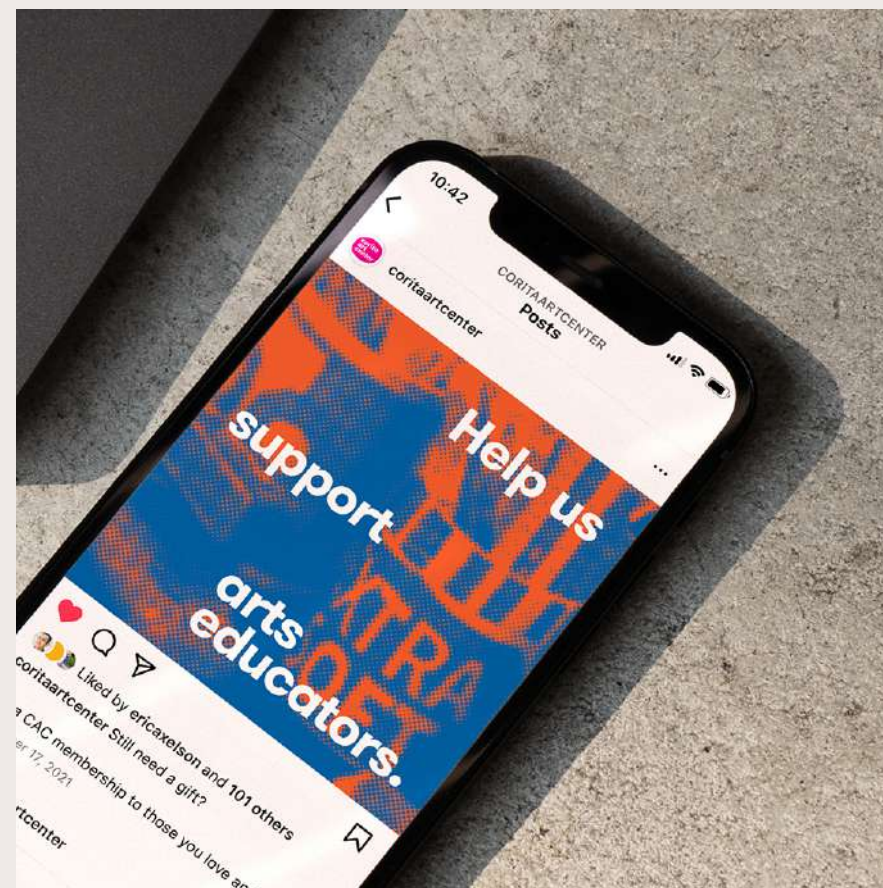
- Peace
- Celebration
- Joy
- Faith
- Truth
- Hope
- Love
- Openness
- Trust

Collection

- Scholarly
- Historic
- Resource
- Educational
- Legacy

examples

So, how does everything come together? These are examples of designs incorporating the elements of our brand identity including our logo, typography, colors, devices, photography, and personality.



examples

The examples here are meant to inspire and provide guidance on creating designs that are bright, expressive, modern, and filled with joy.

Now, let's begin to use the new brand identity to dream, celebrate, and innovate together!



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**corita
art
center**

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